



## Mayor Mark Mallory

City of Cincinnati

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### **Mayor Mallory Releases Shop 52 DrillDown Study Study shows Cincinnati's Population 46,000 more than Census**

Northside – Mayor Mark Mallory released the Shop 52 DrillDown study today at a press conference in Northside. The DrillDown uses 27 different sources of information to show that Cincinnati's population is 378,259, not 332,252 as the Census reported last Thursday. The study also shows Cincinnati's average household income is \$54,083, not the \$43,992 reported by the 2000 Census, and that Cincinnati's city-wide income is over \$9.2 billion, not the \$6.5 billion reported by the 2000 Census. Mayor Mallory partnered with Social Compact and Property Advisors to conduct the DrillDown analysis.

"The Shop 52 DrillDown shows that Cincinnati is a city on the rise. We have turned around 50 years of decline, and we are growing once again." Mayor Mark Mallory said. "It is a powerful indication that there is a lot of opportunity for business investment in our neighborhoods. We will now use the information to leverage private and public investments across the city."

The Shop 52 DrillDown contains information about all of Cincinnati's 52 neighborhoods. However, the report focuses on the 27 neighborhoods that have average household incomes below the city-wide average with detailed profiles of those 27 neighborhoods. The DrillDown produces a better population estimate than the Census by using information such as local tax records, building permits, auto registrations, and credit company and bill payment information.

The Shop 52 DrillDown study has been made possible thanks to the generous support of Fifth Third Bank, the lead sponsor, USBank, KeyBank, Huntington Bank, PNC Bank, Duke Energy, United Way of Greater Cincinnati, First American Real Estate Information Services Inc., SAS Institute Inc., ESRI, and the City of Cincinnati.

"We are taking a fresh look at underserved communities in Cincinnati as new places to do business. Fifth Third Bank is please to partner with Mayor Mallory and Social Compact in developing this valuable information and important tool for informed community investment," Fifth Third Senior Vice President and Director of Community Affairs Ed Owens III said.

The Shop 52 DrillDown is part of Mayor Mallory's Shop 52 initiative to attract additional retail investment and development in all of Cincinnati's 52 neighborhoods. In May, Mayor Mallory took the preliminary information from the study to the International Council of Shopping Centers convention in Las Vegas to meet with national retailers and urge them to invest in Cincinnati. Additionally, Mayor Mallory has established a Retail Attraction Task Force, composed of local retail brokers to use the DrillDown numbers to target and attract new retail opportunities.

Mayor Mallory released the report at the Blue Jay Café in the Northside Business District. Northside is one of the neighborhoods that the DrillDown shows can support more investment.

**Attached: Shop 52 DrillDown study highlights.**

**The full report and the information tables are available at: [www.mayormallory.com](http://www.mayormallory.com).**